

WILMINGTON UNIVERSITY  
COLLEGE OF TECHNOLOGY  
BASIC COURSE INFORMATION

COURSE TITLE: Digital Strategy and Campaigns

COURSE NUMBER: COE-4UR G5G5G5I. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Examine different types and ~~ab~~ries of digital strategy

Learning Outcomes: The student will:

- A-1. Outline different digital strategy ~~pr~~actices
- A-2. Develop a digital strategy plan for ~~an~~sale business

GOAL B: Compare recent digital campaigns

Learning Outcomes: The student will:

- B-1. Analyze different tactics utilized within digital campaigns
- B-2. Identify the technology used when creating a digital campaign
- B-3. Analyze ~~co~~nsumer data

GOAL C: Apply professional ~~di~~gital strategy & campaign skills

Learning Outcomes: The stud~~e~~t will:

- C-1. Practice professional communicati~~o~~n skills
- C-2. Discuss ~~str~~ategy & campaign ~~et~~hics
- C-3. Develop a professional ~~str~~ate campaign utilizing digital technology.

II. CLASS PARTICIPATION:

Students are expected to attend class and ~~part~~icipate actively and in a ~~posi~~ve way. ~~Que~~stions and relevant observations are encouraged and enrich the exper~~ie~~nce of the entire class.

Computers in the classrooms are intended to be used as tools to enhance the experience. Instant ~~mes~~saging, gaming, emailing, and surfing the web are ~~distr~~acting to the student, the surrounding students, and the instructor and constitute inappro~~pr~~iate. Students are ethically obliged to avoid these and similar practices.